



FOR IMMEDIATE RELEASE

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**The Costa Rica Tourism Board Hires the Innovative 22squared Advertising Agency to Promote
Costa Rica's Exceptional Sustainable Tourism Practices to the Global Market**

22squared will be putting a special emphasis on advertising to the North American market

San Jose, Costa Rica-January 13th 2010-This month The Costa Rican Tourism Board (ICT) hired the 22squared Advertising Agency which will be responsible for advertising Costa Rica's high sustainability standards internationally, with a special emphasis in the U.S. and Canadian markets. This is the first time that the ICT has hired a firm located in their largest tourism market. 22squared is one of the six largest independent advertising agencies in the United States, has 89 years of experience and 268 employees. Its headquarters are located in Atlanta, Georgia, with a branch in Tampa, Florida.

"The 22squared advertising agency was selected for its excellent reputation among its renowned clients and at the same time sharing the vision of sustainability that encompasses a balance between the natural, financial, capital, human and social fundamentals of the Tourism Development Model adopted and practiced by the Costa Rica Tourism Board. With the creative and innovative advertising that 22squared provides, the Costa Rica Tourism Board looks forward to a great partnership with the agency that will highlight our best tourism practices to the unique and diverse visitors that travel to our beautiful country," added Carlos Ricardo Benavides, Tourism Minister, The Costa Rica Tourism Board.

The ICT selection process included a thorough screening supported by the market research firm Menlo Consulting Group, which narrowed the search to 52 different advertising agencies in the United States and Canada. The ICT chose 10 finalists and 22squared won.

Marketing Director of ICT, Maria Amalia Revelo, emphasizes " Tourism experience, good

recommendations from their customers, a shared vision for sustainability, and a reputation for establishing long term relationships with their accounts, were key to the choice of this firm. "

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About Costa Rica

Costa Rica is located in Central America, nestled between Nicaragua and Panama, and bordered on the east by the Caribbean Sea and the west by the Pacific Ocean. This small country represents only .05 percent of the planet's surface and it shelters almost 5 percent of the existing world's biodiversity. It has given priority to the conservation of its natural resources, protecting 26 percent of its national territory through the creation of National Parks and other natural areas. The country also offers world-class eco-tourism and adventure travel. The options are unlimited for any discriminating traveler: horseback riding on a secluded beach; hiking through the lush whispering greenery of a rainforest; having an exhilarating experience on a white-water rafting trip, observing the tropical forests from a canopy tour; surfing the blue waves of either coast; experiencing a quite, close encounter with different species of birds and wildlife; and enjoying the diverse culture and hospitality of the Ticos.

About the Costa Rica Tourism Board

The Costa Rica Tourism Board, created in 1955, is an autonomous institution of the State, responsible for regulating the tourism activity in Costa Rica and promoting Costa Rica's tourism attractions and destinations both at a national and international level. The Costa Rica Tourism Board creates tourism norms, regulations, incentives and grants the tourist declaratory for Costa Rica's hotels, travel agencies, rental cars and other tourism organization and service provider.

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FOR IMMEDIATE RELEASE: February 10, 2011

Dear Travel Enthusiast,

The Boston Globe Travel Show is set to open for the public, trade, and media this weekend, February 11 to 13 at the lovely Boston Seaport World Trade Center, and during this time visitors will have the opportunity to ignite their creativity when they come to the most sustainability driven and happiest country in the world, Costa Rica.

Over the past year, Costa Rica, as a country, and its tourism sector alike, has received an unprecedented amount of recognition for its staggering achievements at the environmental and social level.

We invite you to come by booth #818, to learn about the country's newest initiatives and exhilarating travel options. Most importantly, you will see firsthand what makes Costa Ricans one of the warmest people in the world and has more than two million people to visit every year.

For more information about Costa Rica, please stop by our booth # 818 and pick up one of our unique press kits.

Did you know that...

- While Costa Rica only takes up 0.5 percent of the Earth's surface, it possesses an astonishing 5 percent of its biodiversity.
- Costa Rica houses over 500,000 species of flora and fauna.
- Costa Rica's Certification for Sustainable Tourism program (CST) is internationally recognized by the UNWTO as the model for sustainable tourism in Latin America and around the world.
- In 2009, Costa Rica was named the Happiest Country on the Planet by the new Economics Foundation and again in 2010 by the World Database of Happiness.
- About 80 percent of Costa Rica's hotels are 20 rooms or less.

-MORE-

- Costa Rica offers surfing, white-water rafting, hiking, volcanoes, national parks, horseback riding, scuba diving, archeological sites, superior gastronomy, world-renowned coffee and more all in the space the size of West Virginia.

Hope to see you soon!

The Costa Rica Tourism Board

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-MORE-



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Dear Wedding and Honeymoon Enthusiast,

The New York Wedding Expo and Bridal Show is set to take place today, April 27th, from 4p.m to 9 p.m. at the Manhattan Center Studios , and during this time visitors will have the opportunity to ignite their creativity and start planning weddings, honeymoon and even both!

Costa Rica is an ideal honeymoon and wedding destination for couples seeking a location that has it all—exotic wedding locations and honeymoons filed with adventure, culture and of course relaxation.

Over the past two year, Costa Rica, as a country, and its tourism sector alike, has received an unprecedented amount of recognition as a wedding and honeymoon destination. Costa Rica was best depicted as a honeymoon or wedding paradise on this season's "The Bachelor." With such a variety of unique and breathtaking experiences to offer, the magic of Costa Rica remains with all who visit.

We invite you to come by the Manhattan Center's main ballroom, to learn about the country's newest destination wedding initiatives and exotic honeymoon options. Most importantly, you will see firsthand what makes Costa Ricans one of the warmest people in the world and has more than two million people to visit every year.

Did you know that...

- Costa Rica's proximity to major hubs in the United States and the multitude of flight options makes it easy for travelers to vacation there. It is a two and half hour flight from Miami, a five-hour flight from New York, a four-hour flight from Dallas and a six-hour flight from Los Angeles.
- About 80 percent of Costa Rica's hotels are 20 rooms or less.
- In 2009, Costa Rica was named the Happiest Country on the Planet by the new *Economics Foundation* and again in 2010 by the *World Database of Happiness*.



Costa Rica offers surfing, white-water rafting, hiking, volcanoes, national parks, horseback riding, scuba diving, archeological sites, superior gastronomy, world-renowned coffee and more all in the space the size of West Virginia.

- In 2010, Costa Rica was named the Safest Country in Latin America by the *Latin America Business Chronicle*.
- While Costa Rica only takes up .05 percent of the Earth's surface, it possesses an astonishing 5 percent of its biodiversity.

For more information about Costa Rica, please contact [Visit Costa Rica Press](#).

Hope to see you soon!

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COSTA RICA GOES BACK TO ITS ROOTS DURING ITS EXPOTUR 2011

Costa Rica's cultural tourism takes center stage at this year's show, highlighting one of the country's most advantageous tourism products

SAN JOSE, COSTA RICA, May 9, 2011 - EXPOTUR 2011, Costa Rica Travel Mart and Central America's prominent travel trade show will take place May 10-15 at the Ramada Plaza Herradura Hotel in San Antonio de Belen, Costa Rica which recently obtained five leaves, the highest rating for Certification for Sustainable Tourism¹ (CST). The conference, now in its 27th year, is organized by the Association of Costa Rican Tourism Professionals (ACOPROT), which gathers more than 500 representatives of tourism companies in Costa Rica and the region to familiarize them with Costa Rica's various offerings and facilitate new business opportunities.

EXPOTUR has been a benchmark event for almost 30 years, and it's one of Costa Rica's most important annual fairs for the tourism sector. "EXPOTUR offers a looking-glass into the many tourism and cultural products that Costa Rica has to offer, as well as a wide array of business and partnership opportunities to strengthen the Costa Rican tourism industry as a whole," said Allan Flores, Minister of Tourism.

"Tourism is one of the main economic drivers for Costa Rica, and last year alone, a record of more than 2 million tourists visited the country which generated close to 2 billion dollars in revenue," said Maria

¹ The Certification for Sustainable Tourism Program (CST) is a product of the Costa Rican Tourism Board (ICT). The CST was designed to differentiate businesses within the tourism sector, based on the degree to which they comply with a sustainable model of natural, cultural and social resource management. To date, there are 207 hotels and tour operators under the CST program.

Amalia Revelo, Deputy Manager and Marketing Director for the Costa Rica Tourism Board. "Due to its broad base of tourism offering and forward-thinking initiatives like the CST program, which was recognized by the United Nations World Tourism Organization as the model for sustainable tourism in Latin America, Costa Rica can position itself as a destination fit to meet the needs of any traveler," added Revelo.

This year's expo will place a strong emphasis on Costa Rica's rich cultural and nature tourism offerings. In order to reinforce this commitment to culture, ACOPROT invited the Culture Minister, Manuel Obregón, the Vice Culture Minister, Ivan Rodriguez, a global culture tourism expert from the Master's program of cultural tourism at Barcelona University, as well as domestic cultural tourism experts, specializing in anthropology, archeology, and architecture.

During the show, Costa Rica will showcase many of its other tourism products, including rural, volunteer, medical, adventure, luxury, family, wellness and honeymoon. Participants will also be able to attend a variety of seminars on May 10-11 which will cover various topics of interest, from tourism products to destinations and more. For a complete listing of educational seminars, please [click here](#).

As a global leader in sustainability, Costa Rica has implemented various eco-friendly practices over the years at EXPOTUR, and some of its most innovative and noteworthy are listed below.

- For the third consecutive year, the National Fund of Forest Financing (FONAFIFO) in alliance with in ACOPROT is implementing measures to mitigate carbon emissions generated at EXPOTUR. In order to compensate the carbon emissions, the organizations have pledged to a series of tree-planting events to preserve the rainforests of the country.
- Traveling sellers and buyers are also invited to offset carbon emissions generated by their air, train or car travel by participating in the [Environmental Services Payment Program](#), sponsored by the Ministry of Environment and Energy (MINAET) and FONAFIFO.
- As a means to increase domestic travel and thus reduce the carbon footprint, the expo will be open and free of charge May 14-15 to Costa Ricans and their families to learn more about cultural tourism.

According to data released by ACOPROT, EXPOTUR attracts approximately 70,000 new tourists to Costa Rica every year and has helped seal around \$300,000 worth of contracts and generated average revenue of more than \$80 million simply through airport taxes, the food industry, and lodging.

For more information on EXPOTUR 2011, please [click here](#).

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Costa Rica offers a potpourri of winter getaways options
Travelers can treat themselves by finding great deals visiting this diverse country

SAN JOSE, COSTA RICA, December 1st, 2010 – Costa Rica, an amazing diverse country and a global leader of sustainable tourism, has put together a broad variety of vacation packages and discounts for the upcoming holiday season. Travel deals are available after the Thanksgiving weekend through the first few months of 2011.

Whether someone is looking to enjoy beautiful sun and beaches, relax with the family, explore nature, take in a second honeymoon with someone special, or all of the above, Costa Rica has something for everyone. There are over 70 special travel promotions running throughout the country. These travel promotions will only be valid for a limited time, so travelers shouldn't miss out on the chance to book today.

Vacation packages and promotions will be running across the country and in all of your favorite Costa Rica destinations. Some of the regions that you can enjoy include:

La Fortuna - This region is most well-known for its volcano tourism and hot springs, particularly the Arenal Volcano, the third most active in the world. Travel promotions to this region include \$99 all-inclusive hotel stay and some of them include free activities in the region.

Quepos, Dominical and Uvita - Whether you want surf or just observe some of nature's greatest offerings, this region has something for you. Travel deals extend from the Central to South Pacific, where you can enjoy great room rates and be absorbed by nature in a certified by the Certification for Sustainable Tourism (CST) eco-friendly resort. Some hotels will also match the number of nights you book, for example, book two nights and get two nights free!

Caribbean - Enjoy an authentic Caribbean New Year Eve in Costa Rica. Participate in a city tour, a hiking and snorkeling tour in Cahuita National Park, a pantoan tour on the river, and a delicious Costa Rican New Year's Eve dinner.

To view a complete listing of these great promotions, please click [here](#).

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